

*REMARKS/ARGUMENTS*

In response to the Office Action mailed October 31, 2007, Applicant amends his application and requests reconsideration. In this Amendment original claims 1 and 5-17 are cancelled and new claims 18-20 are added. The three newly added claims are independent claims and replace the original independent claims 1, 11, and 12, respectively. Claims 2-4 and 18-20 are now pending.

*Priority Claim*

Applicant appreciates the reminder from the Examiner that certified copies of the two Japanese patent applications from which priority was claimed have not yet been filed. Those documents are being filed by hand at the U.S. Patent and Trademark Office.

*Formality Rejection*

Claims 5-8 were rejected as allegedly including the limitation "the user information," for which there was insufficient antecedent basis. For other reasons, those claims are cancelled in this Amendment so that the rejection is moot.

*The Invention*

The invention as described by independent claims 18-20 is directed to an advertisement delivery method, an advertisement delivery system, and an advertisement delivery server in an advertisement delivery system. The invention is concerned with supplying advertisements to users of the Internet with the advertisements being tailored to user information, input at a client terminal, so that the advertisements are directed to the interests of a particular user. The invention as defined by the three pending independent claims has certain common features that distinguish the invention from the prior art. For example, in the invention, an

advertising area and a web page area are provided, independently, to a client terminal on which the advertising area and web page area are independently displayed. The advertising area is linked to an advertisement delivery server and the web page area is linked to advertisement posting servers. Information received from the advertisement delivery server is displayed in the advertising area and the information received from the advertisement posting servers is displayed on the web page area. Thus, in the invention, different information linked to different information resources can be simultaneously displayed since the advertising area and web page area are provided independently in the client terminal. Therefore, advertisement information can be displayed with other web page resources at the same time at the client terminal, dramatically reducing vulnerability of the system to security breaches. Such breaches may occur in combining advertisement information with the web page information in advance of delivery to the client terminal.

In addition, in the invention, a user of a client terminal can freely display web page information received from different information resources, in the web page area of the client terminal, without losing the advertisement information that appears in the advertising area at the client terminal. These features provide significant advantages in delivering advertisements to users of client terminals through the ability to link freely through the Internet for changing the display on the web page area without losing the advertising information already displayed in the advertising area of the client terminal.

#### *Prior Art Rejection*

All examined claims were rejected as anticipated by do Rosario Botelho et al. (Published U.S. Patent Application 2002/0069105, hereinafter Botelho). This rejection is respectfully traversed as to the claims now presented.

Unlike the independent arrangement of the advertising area and web page area of the invention, as described above, the corresponding areas in Botelho are always linked to each other. This linkage occurs to the cache server 104 illustrated

schematically in Figure 2 of Botelho and described at page 3 of Botelho. See, especially, paragraphs [0036]-[0038].

No division with respect to advertising area and web page area is described with respect to the cache server through which all such information must be commonly supplied, rather than independently as in the claimed invention. The cache server of Botelho combines the advertisement information, which in Botelho is received from an AD server that perhaps corresponds to the advertisement delivery server of the present invention, with the web page information that is to be displayed in the web page area. This combined information is transferred to the client terminal which displays, in an integral, not independent, fashion the combined information. Therefore, unlike the invention, it is impossible in Botelho to display the advertisement information with unrelated web page resources simultaneously on the client terminal.

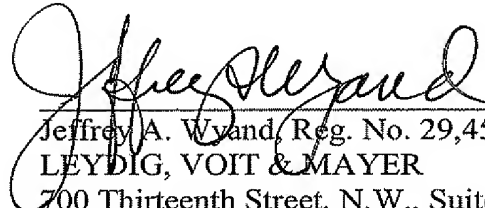
As a further example of the linkage in Botelho, the advertisement information displayed on the advertising area of the client terminal in Botelho disappears when other information displayed by the client terminal is changed. This linkage is clearly contrary to the invention as defined by the claims now pending.

Anticipation requires that each element of an invention as claimed be found in a single prior art publication. Because of the difference emphasized above, Botelho cannot meet at least one limitation of each of the three pending independent claims. Therefore, upon reconsideration, the rejection made with respect to the examined independent claim should not be applied with respect to the independent claims submitted here. The remaining dependent claims are likewise patentable as depending from a patentable claim.

*Conclusion*

Reconsideration and allowance of claims 2-4 and 18-20 are earnestly solicited.

Respectfully submitted,

  
\_\_\_\_\_  
Jeffrey A. Wyand, Reg. No. 29,458  
LEYDIG, VOIT & MAYER  
700 Thirteenth Street, N.W., Suite 300  
Washington, DC 20005-3960  
(202) 737-6770 (telephone)  
(202) 737-6776 (facsimile)

Date:  
JAW:ves

